

## Abstract

**Objectives-** This research aims to determine whether green (environmental) CSR programs of The Body Shop in Indonesia and Singapore have a significant impact on green brand knowledge, and green CBBE through the public awareness towards such practices. In addition, it aims to determine whether Indonesians and Singaporeans differ in their perceptions towards each of the three variables.

**Method –** The researcher used reliability and validity tests during the pre-test of this thesis to ensure that the questionnaire is both reliable and valid. The researcher used the Cronbach alpha method for reliability analysis, whilst Kaiser-Meyer-Olkin (KMO) Measure of Sampling adequacy, Bartlett's test and component matrix to test the validity. Simple Linear Regression was used to analyze the impact of green CSR on green brand knowledge, and green brand knowledge to green CBBE, which are based as the context of Indonesian and Singaporean respondents. In comparing the perceptions between Indonesians and Singaporeans towards the three key variables, the independent samples t-test was used to determine if significant differences exist.

**Results-** Out of 5 hypotheses, 3 were accepted. The findings have provided insights towards The Body Shop as a cosmetics firm, and can be applied in future researches or practitioners. **Conclusions-** The research revealed that green CSR has a significant impact on green brand knowledge and similarly, green brand knowledge significantly influences green CBBE.

Furthermore, analysis proved that Indonesians and Singaporeans differ in their perceptions towards green CBBE. However, no significant difference was noticed in their perceptions towards green CSR and green brand knowledge.

**Keywords :** Green CSR, Green Brand Knowledge, Green CBBE